EXTENSION SERVICE

REVIEW

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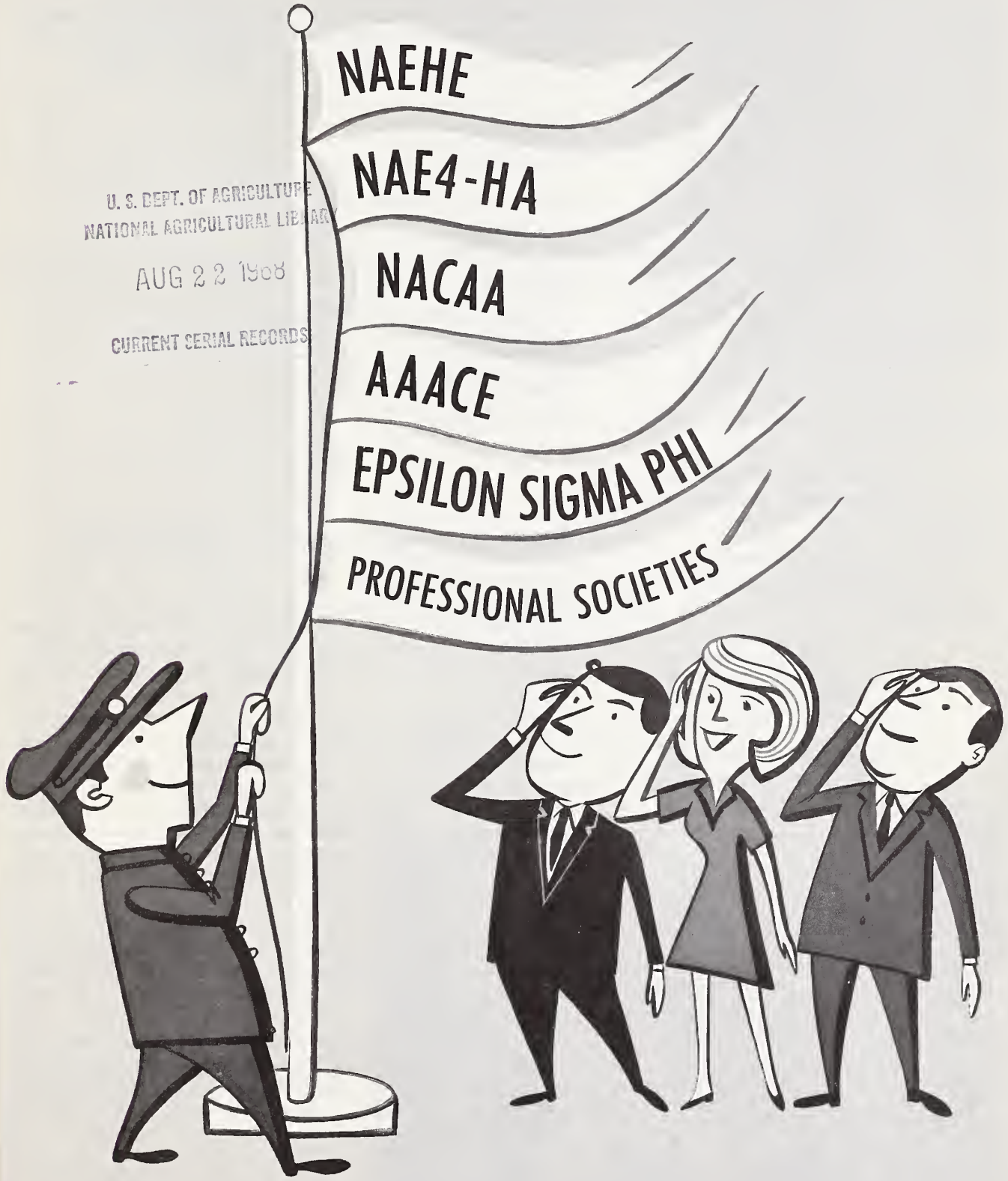

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EXTENSION SERVICE
REVIEW

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Professional Organizations—a Success Story

One of the great success stories of Extension is the dedication the system extracts from its staff. It's more than dedication to the system—it's dedication to the cause. A system alone cannot call forth the quantity or quality of service and ingenuity Extension workers bring to the cause of helping people in their progress upward.

The contributions of the Extension workers' professional organizations are major factors in building this dedication. These organizations at once perform three functions. They provide the inspiration essential to professional achievement. They provide a source of information on new scientific and technological developments relating to Extension work. They provide a means of self and collective renewal—through opportunities to re-sharpen skills and techniques that become dulled in the hustle and bustle of day-to-day activities of "getting the job done."

All of these keep with the basic goal of the organizations—to foster professional improvement. The organizations provide professional improvement opportunities within themselves. They also attract resources from outside sources that members individually or collectively may use.

The cover of this issue is a salute to the increased skills, the improved competencies, and the dedication—as immeasurable as they are—which these organizations have helped to make available to the Extension system.—WJW

SEEDS Across the Sea

by
Josephine B. Nelson
Assistant Extension Editor
University of Minnesota

The gay colors of marigolds, zinnias, and petunias are brightening home yards and roadsides in faroff South Korea this summer—thanks to 4-H Clubs in Minnesota.

Many of these flowers are hiding the scars of war. But most important, they are a reminder to the Korean people of a gift of goodwill from American boys and girls. Blossoming also from the "Flower Seeds for Korea" project are friendships being established through an exchange of letters and photographs across the seas.

The project started as the result of a letter from Park Hyung Duck, director of the Provincial Office of Rural Development in Chungchong Pukdo, Korea, to Harold E. LeVander, Governor of Minnesota, asking for flower seeds. In his letter, the Korean official explained how hard the 51,856 4-H boys and girls in his province were working on food production, livestock improvement, soil conservation, and "home economy betterment." But he felt something was lacking.

"My staff and I have an idea for providing the seedbed for youngsters' dreams," he said. "It is to initiate a full-scale flower-propagating campaign all over the province." Such a project, Mr. Park felt, would contribute to greater emotional stability of the young people and help rural youth look beyond the economic problems of their rural homes.

The Governor turned the letter over to Leonard Harkness, State 4-H leader—and the wheels began turning. First, a member of the 4-H staff contacted Northrup, King and Company about the possibility of obtaining flower seeds. Company officials were enthusiastic about the project. They consented not only to supply the necessary seeds in individual packages at actual cost, but also to contribute the expense of shipment to Korea.

The next step was a letter from Wayne Carlson, assistant State leader, to county Extension agents asking if their 4-H Clubs would be interested in supporting this "project of good will to a needy neighbor."

A $10 contribution was suggested from any club interested in participating. The goal was 10 packets of seed for each of the 2,371 clubs in the province.

To arrive in Korea in time for planting, the seeds had to be shipped in early February. Clubs had only a month to respond, but respond they did—more than 100 of them.

Northrup, King officials cooperated speedily. They selected 50 different flower varieties that would do well in Korea—from alyssum to zinnias. Soon seven cartons containing 18,000 packets of flower seeds were on their way to Park Hyung Duck and his 4-H members.

Northrup, King gave a special luncheon at which the 1967 Minnesota 4-H horticultural award winner, Donald Hartung, presented a packet of seeds to Miss Yaungja Park, Korean graduate student, as a symbol of the gift from Minnesota 4-H Clubs to Korean 4-H Clubs. He also presented a check to Northrup, King in payment for the seeds. Among the guests were members of the 4-H staff and the State commissioner of agriculture.

Names and addresses of Minnesota 4-H members have also gone to the Korean official so young people in the two countries can start an exchange of letters. 4-H'ers have shown an eagerness in communicating with their counterparts in another land as well as in establishing sister relationships between clubs in Minnesota and in Chungchong Pukdo, the province of "refreshing wind and bright shining moon."

And so the 4-H Youth for Natural Beauty program in Minnesota has gone international! □

At a special banquet, the Minnesota State 4-H horticulture winner, left, gave the seed company representative a check for 18,000 seed packets sent to Korean 4-H'ers. He also made a symbolic presentation of seeds to this Korean graduate student.

The plant manager of the Union Equity Grain Company, Houston, Tex., explains the operations of the company's grain export facilities to members of the Colorado Mobile Wheat Marketing Short Course.

Classroom on Wheels

Colorado wheatmen take to the road

by
Louis E. Stephenson
Extension Editor
Colorado State University

Colorado wheat producers returned to school for a week during May, but not to the kind of schoolroom familiar to most of us.

Instead, some 30 wheat farmers, marketing experts, and educators took to the open road in a classroom on wheels. In a unique approach to continuing adult education, lectures—while on the move—were combined with on-the-spot inspections of the latest export marketing facilities.

The mobile classroom, a commercial bus, whisked the wheatmen in air-conditioned comfort to Tulsa, Okla.; Houston, Galveston, and San Antonio, Tex.

Enroute, Extension specialists from Colorado State University and marketing experts from the wheat industry lectured the wheatmen on many of the aspects of wheat production and marketing.

The first stop on the 6-day swing through three States was the wheat fields of southeastern Colorado. Wheatmen scrambled out of the bus and over barbed wire fences to inspect crops. They looked for greenbug damage and estimated the extent of crop loss caused by drought and wind.

Back on the bus, and while the damage was still vivid in the mind's eye of the wheatmen, William Ball and Robert Croissant, CSU Extension area agronomists, lectured on pesticide usage and cultural practices.

As the mobile classroom traveled to Tulsa, the topic changed from wheat production to the economics of foreign wheat marketing.

Lectures from all segments of the wheat industry discussed such subjects as export subsidies, domestic freight rates, ocean rates, and the pending International Grains Arrangement.

The Colorado wheat producers inspected the barge facilities in hitherto landlocked Tulsa. Today, at Tulsa, a shallow-draft canal is being built to the Verdigris River.

The Verdigris, a tributary of the Arkansas, flows southeast through Oklahoma to join the mainstream at Fort Smith, Ark. The Verdigris and the Arkansas also are being made navigable.

The $1.2 billion Arkansas River project will give Oklahoma and Arkansas a waterway to the sea when completed in 1970. River traffic will flow from Tulsa, down the Verdigris to its junction with the Arkansas. From Fort Smith, river traffic will follow the Arkansas to its confluence with the Mississippi.

The new access to the Gulf of Mexico will lower transportation rates for Colorado export wheat. This new waterway should mean more than a $2 per ton freight reduction to Colorado wheat growers.

From the port of Catoosa, Okla., the mobile classroom headed south to Houston. Here tour director Wayne Foster of Nunn, Colo., led the group through the Union Equity Grain Co-op Elevator and export facilities.

The next day the vagabond students were in Galveston, for a Port Authority tour of Galveston Harbor. The wheat producers inspected facilities used in loading wheat into cargo vessels, including the channeling of grain from rail, barge, and truck.

The final day was spent at the Agricultural Pavilion at the Hemis Fair in San Antonio. Then the group headed north and home.

This approach to continuing education was the brainchild of William Spencer, CSU Extension wheat marketing specialist, and was cosponsored by the CSU Extension Service, the Colorado Wheat Administrative Committee, and the Colorado Department of Agriculture.

In evaluating the mobile short-course, Spencer says, "There were a number of educational goals that were realized. We were able to give Colorado wheat producers a broad orientation on the complexities of world wheat marketing during the 2,600-mile tour. Of more importance, however, was the understanding of each other's problems that developed during the week."

For one week Colorado wheat farmers discussed their problems freely and at length with industry representatives, and in turn, these industry spokesmen discussed their problems with the wheat producers.

"Of all the accomplishments of the short course," Spencer says, "the give and take discussions among the wheatmen were probably the most valuable." □

Colorado wheatmen watch the loading of wheat into an ocean freighter in Galveston Harbor, Tex., during one of the stops on the weeklong wheat marketing short course.

Area Staffing

Hawaii looks at last 5 years

by
Robert M. Ota
County Extension Chairman
Island of Hawaii

Before 1963, the Island of Hawaii—called the "Big Island" because it is largest of the five major islands of the State—was segmented into five geographical areas for the conduct of Extension field work. The five areas were called "Extension counties," and each had an office.

In January 1963, the five counties were consolidated into a single Hawaii Extension County. The separate offices remained as community offices, but they are now considered part of the total island-county.

This reorganization of the Extension county structure, effected on all major islands, was intended to maximize the effectiveness of the individual agent and to permit the development of programs that would better meet changing public demands. Field programs in agriculture, family living, and youth could now be planned on an island-wide basis.

An agent could now work in a specialized rather than a generalized field and thus give higher-quality service. Although agents would now serve a larger geographical area, it was felt that the specialization of work would tend to develop a field staff made up of highly trained, fast-moving technical groups, able to cope with the very rapid changes and needs of today's agribusiness.

The County of Hawaii has a population of 68,000 in 4,021 square miles of land area. Twelve county agents, five home economists, two area specialists (rural areas development and livestock,) and a program aide in 4-H are assigned to the county. The RAD area specialist is the only position added to the county staff since 1963.

Five years after reorganization, we are evaluating the changes and raising some pertinent questions. As we look to the past for possible future directions, we are asking: How well are the specialized programs working out? What about the future direction of Extension under this system? What agent training needs are emerging?

What kind of organizational structure is best suited for administering specialized field programs? What about communication needs—visuals, publications, mass media information? What effect has this approach had on our clientele and the agent's relationship with his supporting specialists?

Initially, there was considerable resistance within the field staff, primarily due to the loss of administrative responsibilities by some agents and the insecurity of program assignments.

Traditionally "generalized" county agents now had to become highly proficient in a specialized field in agriculture. Some took to this new task willingly; others moved reluctantly into a designated project. Some conflict was generated when these new responsibilities could not be assigned to fit every individual preference.

Where a problem does not fall into a well-defined project, such as assistance to farmers in a pooling agreement for water distribution, there is only limited interest. Agents with responsibilities in a particular commodity, such as fruit or livestock production, now have far less interest in the 4-H and family living programs of the county than 5 years ago.

Also, the State specialists have further defined their scope of activity. For example, a specialist might emphasize direct agent involvement in special areas of concern, at the expense of commitment to the total agricultural problem in the county. In addition, specialists now do more direct consultation work with larger producers or firms.

Programs taking the total farm planning approach involving the farmer and his family are slowly coming to an end. The specialized area agents are emphasizing agricultural development and economic growth, the 4-H agents are concerned primarily with youth work, and opportunities for cooperation have been greatly reduced. Independence rather than interdependence is now the rule.

The area agents are indeed becoming more proficient and knowledgeable in their specialties. They are fast becoming experts in their fields. Their investigations of field problems are becoming more prudent and rational, their involvement with industry leaders is growing deeper, and their production and marketing programs show more depth and sophistication.

Their training needs have come into sharper focus, enabling administrators to pinpoint and plan for their needs, thus further enhancing the agent's specialized knowledge.

The speed with which information is disseminated to the clientele by our specialized agents has increased, and this has helped to foster the economic growth in the county. Agents are able to identify field problems much more rapidly and clearly, enabling faster consultation with State staff and, subsequently, more rapid problem-solving followup.

The flow of information to solve field problems has become steady and rapid, thus helping the acceleration of economic growth. This kind of progress is most noticeable in programs involving large commercial operations.

Perhaps the most noticeable change is occurring in the area relating to gathering and communicating information. Records indicate that agents are conducting significantly more field tests and demonstrations and more studies of commodity problems.

County publicity to inform clientele of locally conducted tests and demonstrations is on an upward course. Agents are releasing more stories directly to newspapers.

The kind and depth of our programs signify the major changes occurring in field work. The traditional, once-a-month evening meeting has been replaced with carefully planned events. We have seen a tremendous increase in industry-wide conferences and field days lasting 1 to 2 days.

Some of these events have been of statewide interest, featuring resources from the main University of Hawaii campus in Honolulu, as well as from private and public organizations from the mainland.

More formal, classroom-type instruction is now well received by farm people. This year, for the third consecutive year, three separate 9-week sessions will be held in the county. Farm cooperatives, farm management, and accounting have been taught at these weekly 2-hour classes.

Clientele response to our recent programs has been mixed. Where the program has been directed toward the more progressive and advanced farm groups, acceptance has been good. However, a hard core of small farmers have expressed concern about this new system, mainly because of the loss of personalized response. The agents cannot be contacted as freely and as quickly as before, and this has caused some criticism.

Extension Homemaker Clubs were initially concerned that the agents would spend less time with them. The overall impact of the reorganization, however, has been better program planning, giving home agents time to work with other homemaker groups.

The cost of operating the county program has not increased materially by creating specialized area agent positions, although the cost of agent training and travel have risen. Office and visual equipment have been added.

The specialized area agent is providing very competent assistance on specific and complex problems. Because of the changes brought about by the new staff structure started 5 years ago, the image of Extension seems to have been strengthened in the counties.

Teamwork among subject-matter disciplines, however, has been far less apparent than before. The agents, as well as the specialists, are becoming more and more department- or discipline-conscious. This makes it more difficult to solve industry-wide problems that do not fall in a single discipline.

A close relationship to research has been noted at all levels. More agents are carrying on adaptive research, partly because of their ability to identify problems quickly, and partly because of the pertinence of the research to an effective program.

Generally, the agents are content with their new roles. The freedom in program development and execution, the added professional status, and personal identification with specific accomplishments and projects all add to their high morale.

The change in organizational structure has given us the impetus to move boldly and swiftly into more intensive work with commercial-sized enterprises, but at the expense of the less glamorous, tedious, conventional programs for small farm families.

The problem of teamwork remains. As the University studies all off-campus activities, the problem of teamwork will magnify, and Extension will have to thoroughly evaluate the way in which its field programs will be conducted. □

The anthurium industry is one segment of Hawaii's agriculture which is benefiting from the increased specialization resulting from area staffing. Discussing the problems of the industry here are, left to right, Robert Ota, Hawaii County Extension chairman; Tadashi Higaki, county Extension agent; and C. Peairs Wilson, dean of the College of Tropical Agriculture.

"When can I get more trees to plant?" "You should see how my trees have grown!" "It surely was cold setting out those trees during Christmas holidays." "Do I need to keep records?" "Where are we going on our next trip?"

These are common questions and comments made by 4-H boys about the Tuscaloosa County, Ala., 4-H Club forestry program.

County Extension personnel have administered and supervised the program since 1948. The 4-H Club boys have completed 1,706 project years of work. Seven State and two national 4-H Club forestry winners have emerged.

Perhaps the fact that the same 4-H Club agent has been able to stay with the program throughout its lifespan may account for a certain degree of success.

How does this program differ from other 4-H programs in the county? About the only difference has been the active participation of cosponsors who have worked with us from the program's inception.

In 1948, the late S. A. Robert, representing Gulf Mobile and Ohio Railroad Co., approached me about cosponsoring a 4-H forestry program. "My company will be happy to join with some local group, preferably an active civic club, in sponsoring such a program," said Mr. Robert. "But the local cosponsor is an absolute must."

We in Extension readily saw the potential for an effective 4-H Club forestry program because we were in an area where a need existed. Interest was high. About 75 percent of the Tuscaloosa County land—650,000 acres—was in timber.

Because of increased industrialization and a sizable percentage of submarginal cropland, many farm operators were leaving the farm for other occupations. Abandoned cropland, to be productive, needed to be planted in trees. The potential for forest products looked bright.

Two decades of success show value of . . .

Matching the Project to the Need

by
James Cooper
County Extension Agent
Tuscaloosa, Alabama

Immediately after Mr. Robert's offer, we met with a few older 4-H youth, directors of the Kiwanis Club, and the vice president of the local paper manufacturing plant to explore the feasibility of the proposed forestry program.

The outgrowth of this get-together was a proposal, adopted by all concerned, that the county Extension unit administer and supervise a 4-H Club forestry program. It was to be backed by donations of pine seedlings by Gulf States Paper Corporation and $200 annually in awards to be supplied equally by Tuscaloosa Kiwanis Club and GM&O railroad.

Kiwanis members also agreed to serve as buddies for the participating 4-H members. As a buddy, each Kiwanian would visit, encourage, and attempt to help one 4-H member do a better job with his project. Kiwanians who fulfilled their obligations in this area made a most worthy contribution to the program.

Before taking the program to the field and introducing it to the 4-H Club, we developed supporting material for use by the members. In the county Extension office, the mimeograph machine was quickly put into action.

We developed and produced project guides, pine tree order forms, instructional material on various forestry jobs, and project record forms. We were soon enrolling 4-H members in the project and taking orders for pine seedlings.

For the first 2 years, enrollment averaged about 50 boys. About 30,000 pine seedlings were planted each year. Enrollment soon jumped to an average of 100 or more, with 80,000 seedlings being planted annually. Seedlings generally were limited to no more than 2,000 per member. Approximately 1,129,000 seedlings have been donated by the local paper mill and planted by Tuscaloosa County 4-H boys since the program began.

Early in the program we realized the urgent need for assistance. Professional foresters from local industry and government agencies were most cooperative and have continued year after year to render much valuable help in group programs and for individual members. Also, local adult leaders have been recruited and trained annually for assistance with the program. Cooperating parents deserve a big tribute for their contributions.

Many methods and devices have been used in teaching and promoting forestry with 4-H boys. Hundreds who did not enroll in the project have received instruction just by being in meetings. The method demonstration has been our favorite teaching device.

The Tuscaloosa County 4-H forestry project gives boys opportunities to sample many jobs connected with forestry. Here, a professional forester shows a 4-H'er how to select and mark trees for harvest.

Instructional leaflets, many prepared locally, are used extensively. Individual and group instructions are employed on a year round basis.

An effort is made to keep the project interesting and challenging. Job experiences promoted include tree identification, fire prevention and control, girdling and poisoning of cull trees, how trees grow, planting or reforestation, measuring forest products, study of local markets for forest products, harvesting, uses of forest products on the farm and in local marketing, insects and diseases of the forest, and local manufacturing.

Color slides have been especially effective in teaching many forestry jobs. Over 300 locally produced slides have been used during the past two decades. Good news coverage, including numerous pictures of activities and events, has been of tremendous value in promoting the program.

By the summer of 1950, with just 2 years' work, Donald Springer developed a forestry record which we considered particularly outstanding. At the time, there were no provisions for selecting a State 4-H forestry winner in Alabama, and there was no sponsor to send a forestry delegate to the National 4-H Club Congress in Chicago.

When these facts and Donald's forestry record were discussed with Auburn University Extension staff members, they decided to name Donald State 4-H forestry winner for 1950 and allow him to attend the 4-H Congress, if a sponsor could be found.

County sponsors, without hesitation, accepted the responsibility, and Donald Springer became Alabama's first 4-H forestry delegate to National 4-H Congress. Alabama has had a 4-H forestry delegate to the Congress every year since.

Awards and recognition of individual achievements have been a contributing factor to the success of the county program. Annually, members and parents varying in number from a few top winners in some years to the entire enrollment in others, have dined and enjoyed fellowship as guests of the sponsors. Small favors, such as 4-H T-shirts or pocket knives, have been provided to all participating members on occasions.

Educational and recreational tours have created the greatest interest on the part of the 4-H members. Ten to 16 members with the best overall records are selected annually for these 3- to 4-day tours. When award money is insufficient, members make up the difference from their own earnings.

Tours have included several visits to the Gulf Coast area of Alabama, northwest and northeast Alabama, northwest Georgia, and Crossett, Arkansas.

This year we will spend 4 days on a tour to western North Carolina, visiting Fontana Dam, Cherokee, and the Smoky Mountains National Park.

Last year 4-H members turned the tables on the sponsors. At the annual achievement day program, certificates of appreciation were presented to the sponsors for 20 years of continuous support of the county 4-H forestry program.

Changes in recent years have brought about some decline in enrollment. Tree planting has slackened somewhat, but this year 50,000 seedlings were received and planted by 4-H members.

Forest land in the county now totals approximately 690,000 acres or 80.5 percent of the total county area. The need continues for better forest management, better marketing practices, and a greater general awareness of the importance of our forests and forest products. □

'Point-of-Production' Packaging

tomato growers' success secret

by
E. A. Proctor
Extension Economist
North Carolina State University

In the mid-fifties, county Extension staffs of Henderson and Haywood Counties, in particular, along with 20 other western North Carolina mountain counties, squarely faced the facts of the farming trend in the United States.

They saw that their small mountainous farms and large farm families could never follow the trend toward a system of larger mechanized farms with high capital and low labor requirements.

Why? Their farm resources limited them to a system of small nonmechanized farms with low capital and high labor requirements—just opposite to the national trend.

Yet, the mountain farming system that had been followed prior to the 1950's had failed to provide an adequate family maintenance income. A recent estimate placed annual income of 60 percent of these mountain families below $3,000 and 42 percent below $2,000.

A mature field of plastic mulched tomatoes on trellises is evidence of growers' mastery of production problems.

Armed with these grim facts, Virgil L. Holloway, Haywood County Extension chairman, his staff, and community leaders set out to find a solution. Holloway soon harnessed all appropriate forces of the North Carolina Agricultural Extension Service to assist in discovering and planning economic development opportunities for the area.

After considerable study of possible new enterprises, vine-ripe, trellised tomatoes were selected for intensive study and planning. A determination of the production and marketing requirements and the consumer demand for these tomatoes became the initial effort of the group.

Extension workers, farmers, and local businessmen visited tomato fields and packing houses in Florida. They learned much about cultural practices, grading, packing, pricing, and selling that might be adapted to mountain conditions.

Next, experimental farm plots and sales to local retailers established Haywood County as the guinea pig for what later evolved as a major economic boost for the region.

The first truly commercial crop of 13 acres of trellised tomatoes was produced in Haywood County in 1958. Many of the growers had been involved in the program from the beginning. Many potential growers were watching intently from the sidelines.

All had been preoccupied with the rigorous and precise production requirements which had eased some of their anxiety over the risk of production failure. Equal attention had not been given to the demands of the completely new marketing system, however, and the crop was ready to market.

Consequently, Holloway and his staff personally provided the management and sales services for marketing the crop. Except for these efforts of the county Extension staff, this

first commercial crop could have been the last.

But this type of emergency service work by Extension could not continue indefinitely. A concerted market development program was begun. Extension marketing economists from the State office joined the State production and county Extension team in a series of grower meetings. They explained and evaluated alternative marketing organizations and systems.

Two years later, the first shipping point vegetable marketing cooperative in the mountains, Haywood County Cooperative Fruit and Vegetable Association, Inc., was operating from a locally financed $63,000 facility.

Since every phase of the program was untested and untried by the people who owned and operated the farms and facilities, Extension was constantly called on for reassurance and assistance.

The State Extension economist, R. S. Boal, guided incorporation of the cooperative, development and maintenance of by-laws, and training of county agents. The agents, in turn, trained the directors of the cooperative in taxation, patron equities, financing, etc.

In addition to the team effort mentioned earlier, the State fruit and vegetable marketing economist, E. A. Proctor, performed four consecutive annual packing house and management efficiency studies, developed a packing line record keeping manual, determined cost advantages of substituting machines for labor, and assisted with machinery layout.

He also provided an overall policy guide for the boards of directors, evaluated the sales capability and business reliability of a large number of sales agencies, and analyzed operating and financial statements.

The success of this cooperative, originated and nurtured by Extension, was assured in 1967. At the close of business that year, all indebtedness was liquidated, stockholders were receiving interest on preferred stock, and patrons were receiving cash refunds.

Cooperative membership and volume of tomatoes had grown to near capacity levels. The need for most Extension Service work had greatly decreased.

But that is only the beginning of the success story of this guinea pig program. Twenty other mountain counties had watched the cooperative at work. They had received numerous Extension reports and advisories via all mass media, and had sent their Extension agents to schools and workshops.

The Extension production and marketing economics specialists have repeated the type of assistance provided to Haywood for the 20 counties individually. The Extension economics advisors have constantly advised the entire area about the cost and sales advantages of locating packing house facilities in high density production areas, maintaining optimum packing house size and efficiency levels, and coordinating sales through a central sales contracting agency.

As of now, this Extension-nurtured industry is able to report some rather impressive results:

—Vine-ripe tomatoes are being produced in 20 mountain counties.

—About 2,300 farms are producing more than 1,900 acres of tomatoes.

—Annual farm value of the crop this year is expected to reach $4.7 million. It should reach $7.4 million by 1971.

—Distance from farm to packing house has been shortened each year. Fifteen packing facilities are now located in production areas. These facilities represent a capital investment of about $1.2 million.

—The packing houses employ about 1,000 workers, most of whom are local residents. This payroll, plus the cost of other services, probably exceed $1.5 million in value.

—Income from tomatoes alone for many farm families now exceeds total farm income prior to adoption of the tomato enterprise.

—Tomatoes are now the leading cash farm enterprise in some counties.

—The concept of packaging at point of production and selling through a centralized office is gaining broader acceptance. Four individual packing houses in different counties are now under a sales contract with the central sales office, and others are strongly considering future participation.

Finally, the economic success of this Extension program seems to have encouraged a positive economic and social attitude among farm and nonfarm people in the mountain region of North Carolina.

To strengthen this opinion, one only needs to watch farm trucks unload other new vegetable crops and strawberries at the packing houses originally constructed for the pioneering tomato enterprise. Better yet, just talk to a resident of the region. □

Packing tomatoes near the point of production means more profit for growers and jobs for 1,000 people. Below is a segment of the packing line at the Haywood County Cooperative Fruit and Vegetable Association, Inc.

Diverse group
with common need—

Small Landowners

by
Roy E. Skog
Extension Forestry Specialist
and
Ray Gummerson
District Natural Resource Agent
Michigan State University

Much of the forest land and other non-agricultural rural land in Michigan is held in small private ownerships less than 5,000 acres in size. These small landowners, the majority of whom own between 40 and 80 acres, are a large and important group. About 175,000 of them own forest land totaling 10,000,000 acres.

This represents approximately one-fourth of the land area of the State, and one-half of the forest land. Other small landowners own a considerable amount of land that has been deforested by fire, or abandoned for farming.

At present this vast acreage receives little management care. Properly managed, it can contribute much more to the economy of the State than it is presently contributing.

Two years ago we developed a short course in land use for small landowners. It is designed to provide them with the kind of information they need to make intelligent land use decisions. During the winters of 1967 and 1968 the course was taught in four northern Michigan counties, and the response to it was very good. It was particularly effective in reaching people not reached before by Extension.

Small landowners are a diverse group. They include wage earners, business and professional people, farmers, widows, housewives, loggers, hunting groups, and others.

They own land for various reasons, including timber sales, outdoor recreation, farm use, mineral exploration, speculation, and a place of residence. Although many are absentee owners, most live within the county or general area in which they own land.

Very few small landowners have applied any kind of management practices to their land. For example, a recent study of those owning forest land in northern Michigan indicated that only 13 percent had done any reforestation, only 6 percent any forest improvement, and only 24 percent any timber harvest. Management for wildlife production, water use, and other purposes is also very limited.

If Michigan is to meet its growing demands on land for outdoor recreation, forestry, water, and other uses in the years ahead, small private land holdings will have to be made much more productive.

The course consists of four 2-hour classes which meet once or twice a week in the evening. The course is taught by the authors and a game biologist from the Michigan Department of Conservation. Most of the subject matter is quite elementary and adapted from existing Extension teaching materials.

Transparencies (for use with an overhead projector,) colored slides, and charts are used to present subject matter. Selected bulletins on soils, wildlife management, forestry, water use, and other natural resource topics are made available to those enrolled in the course.

The last class meeting is devoted to informing small landowners about assistance programs available to them in managing their land. Representatives are usually present from agencies of the U.S. Department of Agriculture, the Michigan Department of Conservation, the local Soil Conservation District, and Michigan Tree Farm Program. The local Extension agent explains the assistance available from Extension and from programs that are not represented.

Special effort is made to publicize the course. In the four counties in which the course has been taught, each county Extension agent prepared a mailing list of small landowners for use in announcing the course. Most names for this list were obtained from county plat maps and other information available in the county clerk's office.

At the State level, an attractive Extension folder describing the course was prepared. This folder, a circular letter announcing the course, and a course enrollment card were sent to each landowner on the mailing list. Two news stories also were prepared to publicize the course.

In the four counties in which the course has been taught, 240 small landowners were enrolled. Classes ranged in size from 32 to 86 people, and a total of approximately 1,000 attended 16 class meetings.

County Extension agents estimated that 75 percent of the enrollees had not attended any kind of Extension meeting before.

Small landowners enrolled in two of the classes were asked to fill out a questionnaire for evaluating the course. Ninety-two responded, and virtually all said they found the course very helpful and interesting. Nearly all respondents also expressed a desire for additional educational meetings to learn more about various topics covered in the course.

There was particularly strong interest in in-depth classes relating to water use (including pond construction and care), reforestation, game habitat improvement, and timber sales. One class wanted to continue to meet regularly as a land use study group.

Developing an effective educational program for small landowners presents a challenge to Extension. Subject matter competencies that Extension does not now have must be secured. The preparation of bulletins and other educational material for use by small landowners is another need.

It would also take considerable amounts of time and effort on the part of county Extension agents and specialists to plan and conduct educational activities. It is believed, however, that a major educational effort would be worthwhile and helpful in developing this very important natural resource. □

Hulger Peterson is a timber producer who was one of the 54 small landowners who took the Extension course in Dickinson County. He manages several hundred acres of forest land for pulpwood, sawlogs, and Christmas trees.

CLASS TOPICS

First Class

1. The basic importance of soil and water in making land use decisions.
2. Soils maps and aerial photographs.
3. Some relationships between soil types, forest types, and forest growth.
4. The growing demand for water.
5. Water rights and responsibilities of the landowner.

Second Class

1. Forest improvement, timber harvest, and tree planting practices.
2. Relationships between forest management practices and deer populations.
3. Improving habitat for wildlife.
4. Outdoor recreational enterprises, such as fee hunting and fishing.

Third Class

1. The taxation of forest land under the general property tax law and the Michigan Commercial Forest Reserve Act.
2. The use of timber sales contracts in selling timber.
3. Proper use of pesticides.
4. Water pollution problems.

Fourth Class

1. Federal, State, and local government assistance programs for small landowners.
2. Private organization assistance programs.
3. Explanation of assistance programs by agency and organization representatives.

Teen Time Food Fare:

'Action package' for nutrition education

by
Lois T. Mitchell
Extension Home Economist
Rock Island County, Illinois

Teen youth, 1968, are a hard-to reach audience for Cooperative Extension. Teen leaders have many school pressures in academic achievement and activities. They have many choices about using leisure time, especially work opportunities and commerical recreation—readily available by using the family car, or their own car!

Teens make their own decisions about use of time, without the forceful parental guidance of a generation ago—or even 10 years ago. Family goals are changing.

Teen Time Food Fare, a continuing teenage nutrition program piloted in Rock Island County, Illinois, is now in its 11th year. A "Citizens in Action" grant from the Readers Digest Foundation in 1966, administered through the National 4-H Foundation, brought a new significance to the Teen Time program.

Some of the premises on which Teen Time was established continue to be success factors in reaching nearly 400 youth each year:

1) Involve both boys and girls.

2) Keep adult leadership at a minimum. Teens must take leadership in decisionmaking and programing.

3) Stage activities when teens can arrange to participate. Involve them in time scheduling. During the school year, the steering committee met on Saturday nights and Sunday afternoons. Most of the "in depth" program occurred at a lightning pace in June and July.

4) Keep the program as unstructured as possible, allowing for creativity and innovations. Have a program that is void of traditional achievement requirements and measuring sticks of typical club work.

5) Offer a program which has challenging subject matter and social significance, and at the same time is fun! Teens—and their parents—are quick to sense a busy-work activity or a wornout stereotyped program.

Each of the five Teen Time groups plans five "laboratory learning" summer meetings. Guidelines for teaching foods and nutrition at the meetings were outlined in project books by Miss Geraldine Acker, Extension nutritionist, University of Illinois, who helped pilot Teen Time.

Although the meetings are outlined, however, the format is not rigid. "Charlie Brown and His Friends" was an original play about food habits. "Once Upon a Wine Barrel" was about the culture of an Italian family. A "trial by jury" food test case presented nutrition facts. A teen panel stimulated discussion of social problems. Each meeting is a "happening" with a colorful theme—"Mardi Gras on Cornelius Street" or "Christmas in July."

Participants prepare and serve their own nutritious snacks. The five Teen Time groups enjoy cooperative adventure in countywide activities—a weekend camp, an international Food Fare Fair, educational booth exhibit at the county fair.

Direct mail promotion to participants and potential participants has kept the program moving. Each spring, the teens make mailing lists of potential participants. The Extension staff secures mailing lists through schools in "target areas." The direct mail is designed to be a trademark of Teen Time for that particular year.

In 1967, each self-mailer showed a "Citizen in Action" symbol, the world, and two clasped hands. The same heading was used for all letters—pictures of the Basic Four Good Foods, with the caption, "The Citizens Show: Teens on the Go." Plans for each event were revealed, and some nutrition facts were stated in the direct mail.

In the summers of 1965 and 1966, the Dairy Council of the Quad Cities helped Cooperative Extension start a "Food and Fun" group, located in the ghetto area of Rock Island. The weekly program adapted the methods of Teen Time to reach disadvantaged youth at the seventh and eighth grade

levels. "Food and Fun" was directed by the Extension home economist, assisted by a college student program aide and several volunteer Teen Time members.

Through the State 4-H staff, it was learned that Illinois 4-H groups were eligible in 1966 to propose a citizenship program and make application for a "Citizens in Action" grant. A program and budget were prepared for reaching larger numbers of younger youth in more disadvantaged areas.

From two summers of experience, realistic proposals could be submitted. The estimated cost was $1,150—for salary and travel of a program aide, teaching materials, and rental of facilities. A $500 grant was received on November 1, 1966.

Fundraising became an initial objective for the steering committee of Teen Time members. By the start of the summer, the funding was assumed through $100 from the Dairy Council of Quad Cities, $205.60 earned by the Teen Timers, and $496.88 contributed by local 4-H Clubs and Extension homemaker units. The "Citizens in Action" are continuing in 1968, without the financial support of the grant.

Goals of the Citizens in Action program are:

1) To reach youth in disadvantaged areas through "Food and Fun" group activities.

2) To provide teens the opportunity to work with disadvantaged youth and youth of different creeds and colors.

3) To show the "Citizens in Action" that it is imperative to cooperate with other community groups for a common cause.

The program aide idea as adapted to Teen Time and Citizens in Action was a decided success factor. A 5-year Teen Time participant served as the college student program aide for three summers. Her own youth, her creativity and adaptability, her ability to communicate with other youth—especially those who most need help and understanding—and her identification with program objectives—were her unique contributions.

She wrote these observations for the "Citizens in Action" report compiled for the National 4-H Foundation:

"4-H and Teen Time Food Fare participants in the Citizens in Action program have undergone a tremendously significant learning experience this year. Teen Time Food Fare is not new to Rock Island County; however, through the Citizens in Action program, Teen Timers have learned that they can have even more than a foods and nutrition program.

"The Citizens in Action grant gave the teens a cause—a special reason for giving of themselves and going outside their own familiar circles to meet face to face with people who live beside them. Because of Citizens in Action working through the Teen Time program, a Negro boy can play the role of an Italian papa in a skit; a Negro girl can be the top demonstrator in a foods contest involving 70 experienced 4-H'ers; a Protestant boy can belong to a group in which he is the only non-Catholic; a Mexican girl can learn how to eat with chopsticks while she finds new friends.

"The work of Citizens in Action 'hit home' significantly with the outbreak of racial riots during the summer. These incidents challenged Teen Time participants and made them aware of the depth of their own experiences in interacting with each other. To see the other side—to know something must be done—to know that they can do something—these were the gains of teen participants."

The teens wrote, "We found that it takes patience, time, love, and understanding to work with these groups, but the rewards are well worth it. We discovered that adults have more prejudice than youth! Adults make the idea of color difference more prominent in children's lives. Our parents learned that we must cope with the situation as it is now. We learned that we could work together and take responsibility for a good cause through Teen Time." □

An 18-year-old "Citizen in Action" helps two "Food and Fun" members make an exhibit of original food drawings for the educational booth at the county fair. The teens found this to be good recreation for the younger participants—as well as a good method of teaching about foods.

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They Stand Tall!

A line in one of David Everett's poems reads, "Tall oaks from little acorns grow." This line is a succinct description of two national organizations that serve as sources of strength to the Cooperative Extension Service. They are the National Extension Homemakers Council and the National Dairy Herd Improvement Association, Inc.

Both organizations grew from small local groups of Extension cooperators. The cooperators saw a need to formally band themselves together to partake more effectively of Extension's educational programs. State counterparts first evolved—then national.

In addition to the national groups, there are many local, area, and State groups that also provide strength. The fact that these have not attained national prominence does not detract from their contributions to the total Extension effort.

These groups stand tall in Extension accomplishments. They stand tall because the members and leaders are serving a cause in which they believe; serving a cause that benefits their fellow men as well as themselves; and are willing to make contributions of greater value than the benefits they'll receive in return.

Money cannot buy the quality and type of service and dedication these volunteers bring to Extension. If you have any doubts about this, they should be quieted by the following list of broad contributions they make:

* They provide a formal channel of transmitting educational information to great masses of people with a minimum of effort.

* They assume responsibility for executing organizational chores, leaving Extension workers free to concentrate on educational endeavors.

* They take over programs as they mature, leaving Extension free to design, test, and implement needed new programs.

* They assist Extension workers in identifying problems, research needs, and new Extension program needs.

* They provide a base for launching new and related programs.

* They serve as interpreters of Extension programs to the public.

* They provide a forum for more effective exchange of experiences and information among the members.

* They provide a mechanism for developing a consensus of purposes and objectives on a national basis making it far easier to develop and coordinate programs and materials for the several States.

Extension is fortunate to attract this kind of dedication. Leaders and members of these groups, I'm sure, often contribute more through these kinds of efforts to the success of our programs than they or we fully realize.

Yes, they do stand tall! WJW